

AMENDMENTS TO THE CLAIMS

Please enter the claim amendments as indicated in the below list of claims:

1. (Previously Presented) A sticker assembly comprising:
a sticker having an indicia-bearing surface, the sticker having peripheral edges;
a non-perforated layer of vinyl film having a first side and a second side, the second side having a low-tack adhesive layer, the vinyl film having outer edges; and
an adhesive disposed between the sticker and the first side of the film resulting in direct contact of the adhesive with the vinyl film and fixedly attaching the sticker to the vinyl film and wherein the indicia-bearing surface is viewable through a receiving surface, and wherein the vinyl film is trimmed to define peripheral edges of the vinyl film thereby placing the peripheral edges of the vinyl film essentially in registry with peripheral edges of the sticker, and wherein the second side of the vinyl film is adapted be releasably adhered to a receiving surface.
2. (Previously Presented) A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:
providing an indicia-bearing windshield sticker having an adhesive layer thereon;
providing a continuous, uninterrupted layer of vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon;
adhering the sticker to the first side of the vinyl film via the adhesive layer wherein the adhesive layer is in direct contact with the first side of the film and wherein the adhesive layer fixedly attaches the sticker to the first side of the film;
trimming the vinyl film thereby placing peripheral edges of the vinyl film in registry with peripheral edges of the windshield sticker to form a sticker assembly; and
adhering the sticker assembly to the windshield by placing the second side of the vinyl film against the windshield wherein the low-tack adhesive releasably adheres to the windshield and wherein the indicia is viewable through the windshield and wherein the sticker assembly can be peeled off the windshield without damage to the sticker.
3. (Canceled)

4. (Previously Presented) The method of Claim 2 wherein the adhesive layer on the windshield sticker has spaced strips of adhesive and the method further including the step of placing strips of vinyl film coinciding with the strips of adhesive, the strips of vinyl film having a low-tack adhesive thereon for releasably adhering to the windshield.

5. (Original) The method of Claim 2 wherein the vinyl film is optically clear.

6. (Currently Amended) A sticker assembly for a vehicle having a window, the assembly comprising:

an indicia-bearing window sticker having an adhesive layer;

a continuous, uninterrupted layer of optically clear vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon and a protective layer positioned over the low-tack adhesive, the first side adhered directly to the adhesive layer of the window sticker wherein the adhesive layer fixedly attaches the window sticker to the first side of the vinyl film and wherein the vinyl film is and protective layer are trimmed such that peripheral edges of the vinyl film and protective layer are essentially in registry with peripheral edges of the window sticker; and,

upon removal of the trimmed protective layer, the low-tack adhesive on the second side of the vinyl film is releasably adhereable to the window wherein the indicia-bearing sticker is viewable through the window from outside of the vehicle and the vinyl film is undetectable when viewed through the window from outside of the vehicle.

7. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Canceled)

11. (Currently Amended) A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:

providing an indicia-bearing windshield sticker having an adhesive layer thereon;

providing a non-perforated layer of vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon and a protective layer positioned over the low tack adhesive;

positioning the first side of the film over the adhesive on the sticker and adhering the first side of the film directly to the adhesive such that the vinyl film cannot be separated from the adhesive without destroying the vinyl film and the sticker;

trimming the vinyl film and protective layer thereby placing peripheral edges of the vinyl film and protective layer in registry with peripheral edges of the windshield sticker; and

upon removal of the trimmed protective layer, the sticker and adhesive, and the layer of vinyl film defining a sticker assembly, releasably adhering the sticker assembly to the windshield by placing the second sides of the vinyl film against the windshield so that the low-tack adhesive on the second side of the vinyl film is positioned against the windshield and so that the indicia is viewable through the windshield and wherein the sticker assembly can be peeled off the windshield without damage to the sticker.

12. (Canceled)

13. (Previously Presented) A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:

providing an indicia-bearing windshield sticker having an adhesive layer thereon, the adhesive layer comprising a first strip of adhesive positioned along a peripheral edge of the sticker and a second strip of adhesive positioned along an opposite peripheral edge of the sticker, wherein an indicia bearing portion of the sticker does not have adhesive over that portion;

providing a first non-perforated strip of vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon;

trimming the first strip of vinyl film to correspond in size to the first strip of adhesive on the sticker;

providing a second non-perforated strip of vinyl film having a first side and a second side, the second side of the second strip of film having a low-tack adhesive thereon;

trimming the second strip of vinyl film to correspond in size to the second strip of adhesive on the sticker;

positioning the first side of the first strip of film to correspond to the first strip of adhesive and adhering the first side of the first strip of film directly to the first strip of adhesive such that the first strip of film cannot be separated from the first strip of adhesive without destroying the first strip of film and the sticker; and

positioning the first side of the second strip of film to correspond to the second strip of adhesive and adhering the first side of the second strip of film directly to the second strip of adhesive such that second strip of film cannot be separated from the second strip of adhesive without destroying the second strip of film and the sticker;

the sticker, the first and second strips of adhesive and the first and second strips of vinyl film defining a sticker assembly, releasably adhering the sticker assembly to the windshield by placing the second sides of the strips of vinyl film against the windshield so that the low-tack adhesive on the second side of the first strip of vinyl film is positioned against the windshield and the low-tack adhesive on the second side of the second strip of vinyl film is positioned against the windshield and so that the indicia is viewable through the windshield and wherein the sticker assembly can be peeled off the windshield without damage to the sticker.

14. (Currently Amended) A ~~static-cling~~ sticker assembly for a vehicle having a windshield, the assembly comprising:

an indicia-bearing windshield sticker having an indicia-bearing substrate with an adhesive layer disposed on the substrate, the adhesive layer comprising a first strip of adhesive positioned along a peripheral edge of the sticker and a second strip of adhesive positioned along an opposite peripheral edge of the sticker;

a first non-perforated strip of vinyl film having a first side and a second side, the second side of the first strip of film having a low-tack adhesive thereon and a first protective layer positioned over the low-tack adhesive, the first strip of vinyl film and first protective layer being trimmed to correspond in size to the first strip of adhesive of the sticker and upon removal of the first protective layer, the first side of the first strip of film positioned to correspond to the first

strip of adhesive and adhered directly to the first strip of adhesive such that the first strip of film cannot be separated from the first strip of adhesive without destroying the first strip of film and the sticker; and

a second non-perforated strip of vinyl film having a first side and a second side, the second side of the second strip of film having a low-tack adhesive thereon and a second protective layer positioned over the low-tack adhesive, the second strip of vinyl film and second protective layer being trimmed to correspond in size to the second strip of adhesive of the sticker and upon removal of the second protective layer, the first side of the second strip of film positioned to correspond to the second strip of adhesive and adhered directly to the second strip of adhesive such that the second strip of film cannot be separated from the second strip of adhesive without destroying the second strip of film and the sticker;

wherein the second sides of the strips of vinyl film are capable of being releasably adhereable to the windshield so that the indicia-bearing substrate is viewable through the windshield from outside of the vehicle, and the indicia bearing portion of the sticker does not have adhesive over that portion, and the strips are trimmed to correspond in size to the strips of adhesive, and wherein the strips are undetectable when viewable through the windshield from outside of the vehicle.

15. (Canceled)

16. (Previously Presented) A method of releasably adhering a vehicle windshield sticker to a vehicle windshield, the method comprising:

providing an indicia-bearing windshield sticker having an adhesive layer thereon, wherein the adhesive layer on the windshield sticker has spaced strips of adhesive;

providing a non-perforated layer of static-cling film having a first side and a second side, the second side holding a static charge, wherein the static-cling film has spaced strips of film;

placing the strips of static-cling film coinciding with the strips of adhesive to adhere the sticker to the first side of the strips of static-cling film via the adhesive layer wherein the adhesive layer is in direct contact with the first side of the strips of film and wherein the adhesive

layer fixedly attaches the sticker to the first side of the strips of film to form a static-cling sticker assembly; and

adhering the static-cling sticker assembly to the windshield by placing the second side of the strips of static-cling film against the windshield wherein the indicia is viewable through the windshield and wherein the static-cling sticker assembly can be peeled off the windshield without damage to the sticker.

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Currently Amended) A ~~static-cling~~ sticker assembly for a vehicle having a windshield, the assembly comprising:

an indicia-bearing windshield sticker having an indicia-bearing substrate with an adhesive layer disposed on the substrate, the adhesive layer comprising a first strip of adhesive positioned on the substrate and a second strip of adhesive positioned on the substrate;

a first non-perforated strip of vinyl film having a first side and a second side, the second side of the first strip of film having a low-tack adhesive thereon, the first side of the first strip of film positioned to correspond to the first strip of adhesive and adhered directly to the first strip of adhesive such that the first strip of film cannot be separated from the first strip of adhesive without destroying the first strip of film and the sticker; and

a second non-perforated strip of vinyl film having a first side and a second side, the second side of the second strip of film having a low-tack adhesive thereon, the first side of the second strip of film positioned to correspond to the second strip of adhesive and adhered directly to the second strip of adhesive such that the second strip of film cannot be separated from the second strip of adhesive without destroying the second strip of film and the sticker;

wherein the second sides of the strips of vinyl film are capable of being releasably adhereable to the windshield so that the indicia-bearing substrate is viewable through the

windshield from outside of the vehicle, and the strips are trimmed to correspond in size to the strips of adhesive.

23. (Added) An intermediary for a window sticker for a vehicle having a window, the sticker being an indicia-bearing window sticker having an adhesive layer, the intermediary comprising:

a continuous, uninterrupted layer of optically clear vinyl film having a first side and a second side, the second side having a low-tack adhesive thereon and a protective layer positioned over the low-tack adhesive, the first side adapted to be adhered directly to the adhesive layer of the window sticker wherein the adhesive layer is adapted to fixedly attach the window sticker to the first side of the vinyl film and wherein the vinyl film and protective layer are trimmed such that peripheral edges of the vinyl film and protective layer are adapted to be essentially in registry with peripheral edges of the window sticker; and,

upon removal of the trimmed protective layer, the low-tack adhesive on the second side of the vinyl film is releasably adhereable to the window wherein the indicia-bearing sticker is viewable through the window from outside of the vehicle and the vinyl film is undetectable when viewed through the window from outside of the vehicle.

24. (Added) A sticker assembly for a vehicle having a windshield, the assembly comprising:

an indicia-bearing windshield sticker having an indicia-bearing substrate with an adhesive layer disposed on the substrate, the adhesive layer comprising a strip of adhesive positioned along a peripheral edge of the sticker; and

a non-perforated strip of vinyl film having a first side and a second side, the second side of the strip of film having a low-tack adhesive thereon, the first side of the strip of film positioned to correspond to the strip of adhesive and adhered directly to the strip of adhesive such that the strip of film cannot be separated from the strip of adhesive without destroying the strip of film and the sticker,

wherein the second side of the strip of vinyl film is capable of being releasably adhereable to the windshield so that the indicia-bearing substrate is viewable through the

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windshield from outside of the vehicle, and the strip is trimmed to correspond in size to the strip of adhesive, and wherein the strip is undetectable when viewable through the windshield from outside of the vehicle.